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# CALGARY DRY

*The West's Finest Ginger Ale*  
The Grandest Flavor  
You've Ever Tasted

CALGARY BREWING AND MALTING CO., LTD.

**Orange CRUSH**  
**CRUSH Rickey**

BOTH  
GOOD



Insist On the  
Genuine  
BUFFALO  
BRAND

Brewed in Alberta

## BEERS

BEER AT ITS BEST

Months of careful brewing of natural cereals, cultured yeast and choice hops, go to make these sparkling, full flavored beverages. Aged for months and fully fermented before they reach the public. Drink properly brewed beers only.

**DISTRIBUTORS LTD.**

Agents for the Brewing Industry of Alberta

PHONE 82 - BASSANO

"BEER PERMITS"

Government Permits for the purchase of "Beer" Only and good for one year may be obtained at any Vendor's Store. Price One Dollar

This advertisement is not inserted by the Alberta Liquor Control Board or by the Government of the Province of Alberta

## Caveat emptor

A few years ago "Let the buyer beware" was not so far from being the motto of Canadian business. If a man set out to buy a razor he might get a very excellent one—and, again, he might not. There were some very fine products. And some very poor. And there was no way of choosing the good from the bad, except by test.

Today that condition hardly exists. In every line of merchandise there are trade-marked, standardized products. Products that are unvarying in quality and performance—that can be depended upon year in and year out. When you buy them you know what they are, what they'll do, and what they cost. . . . They're advertised products.

The advertisements protect your interests—read them

## Town & District

The Young People's Club of Gleichen are putting on a dance in the local Community Hall Friday, February 10th.

The annual Gleichen bonspiel will get underway Monday February 12.

A Junior U. F. A. rally took place at the Meadowbrook Hall last Friday evening, which was very well attended.

T. Krause and G. House returned unexpectedly last week from a business trip to Hobbema, owing to Mr. House becoming ill. After a few days rest he is up and around again.

The retailers convention takes place in Edmonton next week and no doubt quite a few business men from this district will attend.

During the past week the mild weather has played havoc with the hockey games arranged with Strathmore. As the ice conditions both here and Strathmore were so bad both games scheduled for last week were called off.

Spring must be very close at hand judging from the seed catalogues everybody is receiving at present. Some folks are spending a lot of time looking them over and are planning on planting some freaks that so far as known no attempt has been made to grow them here. 2

No matter where you go the small boy is playing marbles. That is just another sign that spring is near.

According to the Alberta Gazette J. E. Ostrander has been appointed Judge of the Juvenile Court of the Town of Gleichen.

Miss E. Halstead has been confined to her home with a bad cold for the past few days.

A few years ago Alberta was a heavy importer of eggs. During the intervening period the situation has been reversed, and the province is now on an exporting basis. The import of eggs being almost negligible. In 1933 the total egg export from the province was 39,325 cases, or about 87 carloads, while the imports were but 1,560 cases, all from B. C. Of the total exports, about 36,000 cases were in the first three grades, and about 30,000 cases were either extra or fresh firsts. The export of poultry totalled 1,232,500 pounds of which over a million pounds was turkey meat.

Tonight Medicine Hat Monarchs play here in the first round of the play downs. Saturday Gleichen will play at the Hat. Here is wishing: the Gunners every success this week.

The entire marketing problem as it affects Alberta butter will be discussed at the annual convention of Alberta dairy men to be held in Edmonton next week. Marketing will undoubtedly have a big place on the program. Important visitors to the convention who will give addresses on vital subjects will be J. F. Singleton, dairy commissioner of Canada, Dr. Iscol, chief of the Division of Dairy Research at Ottawa, A. C. Fraser, secretary of the national Dairy Council, Jos. Burgess, head of the division in charge of commercial grading of dairy products. Mr. Fraser it is understood, will have something to say regarding the operations of the British agricultural marketing acts.

The regular meeting of the Gleichen U. F. A. and U. F. W. A. will be held at Mrs. McMillan's, Feb. 16, at 8 p.m. One of the members will speak on C. O. F.

Feb. 22—United Church Manse Laxander Tea.

Donald Cameron, B.A. will address a public meeting under the auspices of U. F. A. at Meadowbrook Hall, on March 1st, at 8 p.m. Subject will be "Impressions Gleaned in Europe" 1933.

FOR SALE—Jersey cow 3 years. Freshens February, \$30.00 or nearest offer. M. D. Smith, five miles north of Gleichen. 48

POLICE NOW CHECKING UP ON CAR LICENSES

The local R. C. M. P. have begun to enforce the motor car license regulations, according to instructions they have received from headquarters. From now on any person driving a car or truck without a 1934 license is liable to arrest for infraction of the Motor Vehicles Act.

The police also have orders to closely check the truck licenses and see that the vehicle is used only for the purpose for which the license was issued. There are three classes

## Order your

LETTER-HEADS	STATEMENTS
BILL HEADS	ENVELOPES
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CARDS	WINDOW CARDS
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RAFFLE TICKETS	DISPLAY POSTERS
SHIPPING TAGS	BUSINESS CARDS

—In fact anything in the line of printing—

from The Call



## The Gleichen Flour Mill

Beau Ideal Flour milled by the Gleichen Flour Mill is a straight grade and consequently has higher protein contents and greater food value than First Patent flour. It has a slight creamy color when first ground but becomes perfectly white in a month or two as it bleaches naturally in the bag.

Keep a few months supply of Beau Ideal on hand and you will always be sure of having a well matured flour of the very best quality in your home.

GEO. W. EVANS

Undertaker  
And Embalmer

MOTOR HEARSE

Artificial wreaths always on hand. Weather does not effect these flowers in any way

Recent soundings show that the greatest depth recorded in Lake Superior is 1,180 feet.

## PREPARE FOR THE HOLIDAY



Make it the happiest and safest you ever had. Get rid of your worn, dangerous tires. Go on Pathfinders.

12 months guarantee against defects and road hazards

**GOOD YEAR**  
PATHFINDERS

Give wonderful mileages. For low price and big value no other tire can equal them. Let us quote you the price for your size.